

CONTEST INSTRUCTIONS

- 1. Beginning June 1, 2014, at 8:00 a.m., visit lowaFinanceAuthority.gov/Contest to participate in the When A House Becomes a Home Contest.
- 2. Submit a written description via the online form of how homeownership made your dreams come true! Participants will be asked to write their story in 140 words or less. Whether finding a new home with accessible space for mom, settling into a place to be a family after deployment or overcoming financial hardships to finally get a place of your own, we want you to tug at our heartstrings!
- 3. We highly encourage you to add a photo or a 30 second video file to support your entry as well!
- 4. Include home buyer, REALTOR® and lender names and contact information to complete the entry form.
- 5. Submit the online entry form (and a photo/video file) by 4:30 p.m. on June 30, 2014.
- 6. Ten finalists will be selected by a panel of judges from the Iowa Finance Authority and the Iowa Association of REALTORS®. Scoring criteria includes, but is not limited to: emotional appeal, overcomes barriers and inclusion of a photo/video.
- 7. Finalists will be asked to sign a photo release form for each individual in the photo or video. The finalist entries will then be posted to Facebook.com/lowaFinance for voting from July 7-11.
- 8. Vote! Be sure to ask friends and family to vote for their favorite submission once per day from July 7-11.
- 9. The winner will be selected by voting results, as determined by Facebook. One entry will win the **grand prize of a \$5,000 Lowe's gift card!**
- 10. But that's not all, throughout the contest period during the month of June, the Iowa Finance Authority and the Iowa Association of REALTORS® will be conducting **prize patrol**! You might be surprised with a stop at your doorstep, and a small prize!
- 11. If you have questions at any time during the contest period, please email them to IFAfyi@iowa.gov. Good luck & have fun!